

Station	WPGH-TV PITTSBURGH, PA	Agency	() GREAT AMERICAN MEDIA	Rep Firm	
Advertiser	() POLITICAL ISSUE GROU		3050 K ST NW, SUITE 100	Sales Office	() WASHINGTON
Product	DCCC		WASHINGTON, DC 20007	Salesperson	() KATHRYN SARDINSKY
Estimate#	1194	Agency C/P1/P2/E	11/14/1194		
Buyer	Maura Gilroy	Flight Dates	10/16/2012 - 10/22/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

***** Contract Coversheet *****

V3 9/20 SEE LNS 2,7,8,10,12, 17 & 18 FOR CHANGES

**\$600 MOVED TO WPMY/9751390 - NEW TOTAL \$22,920

PLS CF -THANKS - KATHRYN

V5 10/16 SEE LNS 6,11,19-21 FOR NA/MG \$600 MOVED TO WPMY

NEWS - NEW TOTL \$22320 - PLS CF -THANSK - KAT

Last Received: 10/16/2012 9:52 AM
Showing Buylines: All Lines

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--- CONTRACT COMMENT ---

DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	10/21-10/21	10A-11A	FOX NEWS SUNDAY	:30	\$75.00	SU	2	1	2	\$150.00
2	10/20-10/20	5P-530P	30 ROCK [MADE-GOOD BY LINE(S) 17 18]	:30	\$100.00	SA	0	0	0	\$0.00
17	10/20-10/20	3P-7P	NCAA FOOTBALL [MKGD FOR SPOTS MISSED ON LN #2: 10/20(1/WK), MKGD FOR SPOTS MISSED ON LN #7: 10/20(1/WK), MKGD FOR SPOTS MISSED ON LN #8: 10/20(1/WK), MKGD FOR SPOTS MISSED ON LN #10: 10/20(1/WK), MKGD FOR SPOTS MISSED ON LN #12: 10/20(1/WK)]	:30	\$600.00	SA	1	1	1	\$600.00
18	10/16-10/22	1130P-12A	30 ROCK [PART OF A MKGD MADE UP OF LINES 17 18]	:30	\$200.00	TU-F,M	2	1	2	\$400.00
3	10/16-10/22	6P-630P	BIG BANG THEORY	:30	\$500.00	TU-F,M	4	1	4	\$2,000.00
4	10/16-10/22	630P-7P	TWO & A HALF MEN	:30	\$530.00	TU-F,M	4	1	4	\$2,120.00
5	10/16-10/22	7P-730P	BIG BANG THEORY	:30	\$900.00	TU-F,M	4	1	4	\$3,600.00
6	10/16-10/22	730P-8P	TWO & A HALF MEN [MADE-GOOD BY LINE(S) 19 20 21]	:30	\$800.00	TU-F,M	1	1	1	\$800.00
19	10/17-10/17	3P-7P	NLCS [MKGD FOR SPOTS MISSED ON LN #6: 10/16(3/WK), MKGD FOR SPOTS MISSED ON LN #11: 10/16(3/WK)]	:30	\$2,000.00	W	1	1	1	\$2,000.00

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20	10/19-10/19	730P-11P	NLCS [PART OF A MKGD MADE UP OF LINES 19 20 21]	:30	\$2,000.00	F	1	1	1	\$2,000.00
21	10/17-10/22	12P-1P	AMERICAS COURT [PART OF A MKGD MADE UP OF LINES 19 20 21]	:30	\$100.00	W-F,M	2	1	2	\$200.00
7	10/20-10/20	630P-7P	TWO & A HALF MEN [MADE-GOOD BY LINE(S) 17 18]	:30	\$175.00	SA	0	0	0	\$0.00
8	10/20-10/20	730P-8P	2.5 MEN [MADE-GOOD BY LINE(S) 17 18]	:30	\$350.00	SA	0	0	0	\$0.00
9	10/17-10/18	8P-459A	NLCS	:30	\$2,000.00	W-TH	1	1	1	\$2,000.00
10	10/20-10/20	6P-630P	BIG BANG THEORY [MADE-GOOD BY LINE(S) 17 18]	:30	\$175.00	SA	0	0	0	\$0.00
11	10/16-10/22	10P-1030P	CHANNEL 11 NEWS ON FOX53@10 [MADE-GOOD BY LINE(S) 19 20 21]	:30	\$800.00	TU-F,M	1	1	1	\$800.00
12	10/20-10/20	10P-1030P	CHANNEL 11 NEWS ON FOX53@10 [MADE-GOOD BY LINE(S) 17 18]	:30	\$800.00	SA	0	0	0	\$0.00
13	10/21-10/21	10P-1045P	CHANNEL 11 NEWS ON FOX53@10	:30	\$800.00	SU	1	1	1	\$800.00
14	10/16-10/22	11P-1130P	SEINFELD	:30	\$225.00	TU-F,M	4	1	4	\$900.00
15	10/16-10/22	1130P-12A	30 ROCK	:30	\$175.00	TU-F,M	2	1	2	\$350.00
16	10/21-10/21	1P-4P	NFL	:30	\$1,800.00	SU	2	1	2	\$3,600.00

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Report Totals: 33 / \$22,320.00

---SALES MONTHLY TOTALS---

Oct 12: 33 / \$22,320.00

Sales Totals: 33 / \$22,320.00

Station Totals: 33 / \$22,320.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$223,200	CABL	0%	KDKA	35%	UNKN	0%	WPCW	1%	WPGH	10%
		WPMY	1%	WPXI	30%	WTAE	23%				

Books null

Demos RA35+